

ABSTRACT

A system residing preferably in a television set-top box monitors the television watching habits of one or more viewers and creates one or more profiles for each viewer descriptive of various characteristics of each viewer, including television watching preferences and demographics. The set-top box is able to select among various available video programming segments to create customized and/or targeted video programs for delivery to the viewer or viewers as a linear program. The customized linear video programs may include targeted content, advertising, and other video programming.

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